

RE: PATHMARK SUPERMARKETS (0522-00-00)

DEAR MANAGERS:

PATHMARK HAS ACCEPTED OUR CAMEL B1G1F PROGRAM FOR ALL SUPERMARKETS AND DRUG STORES.

PRODUCT WILL BE SHIPPED IN PLAIN WHITE CARTONS BEGINNING THE WEEK OF JULY 14.

PLEASE NOTIFY YOUR SALES REPRESENTATIVES, AND PROMOTIONAL PEOPLE THAT DEALS SHOULD BE PLACED IN PROMOTIONAL VEHICLES, IE: LANE BLOCKERS, WRAPAROUND, AND WALKAROUND DISPLAYS.

THANK YOU.

REGARDS,  
NICK  
G. N. KURUC, JR.

GK  
M-2  
CC: APPLICABLE RSM'S

CC: BS  
JO  
KJ  
HC  
TV  
HV  
RH

\*\*\* END OF MESSAGE \*\*\*

51847 6302